

NGIN 110 DTD 1 MAY 14 (Marketing NCO, On-Board), SPECIAL INSTRUCTIONS

Compatible Military Assignment: Must hold Military Occupational Specialty (MOS) 79T and have been awarded the "Expert " Recruiting Badge. Must either hold or be eligible to hold a Secret security clearance. Army Physical Fitness Test (APFT) must be current within 6 months of announcement closing date.

MOS Requirements for Non MOS qualified Applicants: Requires minimum score of 110 in aptitude "GT" waivable to 100 with a score of 100 in aptitude area ST for test administered prior to 2 January 2002 or minimum score of 110 in aptitude area "GT" waivable to 100 with a score of 96 in aptitude area ST for test administered on and after 2 January 2002. Physical Profile requirement for initial award of MOS is 132221.

Duties and Responsibilities: The primary function of the Marketing NCO is to support the three tenets of SM. They directly affect the image of the ARNG, and the efforts of RRNCOs, OSMs, ROTC personnel, Retention NCOs and others responsible with maintaining and improving personnel readiness within the ARNG. Marketing NCO specific duties include, but are not limited to the following:

- a. Must adhere to all State and national guidelines when allocating funds for all Marketing & Advertising.
- b. Responsible for developing and implementing State marketing and advertising plans and strategies to support RRB personnel.
- c. Conduct State and local level market analysis as a basis for development of marketing strategies, utilizing nationally supplied and locally obtained census reports and demographic data.
- d. Conduct State and unit level analysis, utilizing RRPM and FAZR, to understand unit personnel requirements, MOS vacancies, and force structure shortcomings throughout the State.
- e. Create and maintain a State media plan that promotes service in the ARNG and supports those responsible for sustaining ARNG personnel readiness.
- f. Coordinate marketing and advertising plans and efforts with State and organizational Public Affairs and command information programs.
- g. Recommend expenditure thru chain of command in order to facilitate effective planning and management of the State marketing and advertising program.
- h. Place paid and unpaid advertising and public awareness materials in media that supports the State's specific requirements.
- i. Plan, develop, and coordinate the production of State and local literature and brochures, posters, audio and/or visual materials, in accordance with the current advertising campaign and ARNG Graphic Standards Manual.
- j. Develop and obtain promotional item for RRB personnel, in support of the State and national advertising campaign.
- k. Advise and train RRB personnel in the development and preparation of news releases that publicize new enlistments, unit events, promotions, and IET completions, in accordance with State and national Public Affairs guidance.
- l. Evaluate and measure the effectiveness and return on investment of State marketing and advertising efforts and materials.
- m. Evaluate local usefulness of State marketing and advertising efforts by consulting with members of the RRB.
- n. Develop and train an RRB MAC for the purpose of analyzing and discussing initiatives and matters listed in the previous sub-paragraphs.
- o. Provide evaluation and feedback, through the MAC, for modification or improvement of nationally produced marketing advertising and initiatives.
- p. Develop recommendations and proposals for new national initiatives, submitting them through the MAC to the ARNG-GSS-A.
- q. Use the appropriate automated accessions application to distribute all priority one leads to the Enlisted Strength Maintenance Company(s).

r. Attend conferences and seminars and provide advertising support to national and State RRB events as required.

s. Attend required professional development each year to remain responsive to, and aware of current marketing initiatives and technologies.